UAS Mosaic websites

Style and accessibility briefing
All UAS sites use the same fonts, colours, and header & footer layout to give the same overall appearance

The UAS style for content within the pages aims to ensure

- the consistent look and feel is maintained across all UAS sites
- that sites meet legal requirements with regard to accessibility
- a good ‘user experience’

A consistent look and feel gives

- a common identity across all sites
- a better user experience - familiarity with the design helps navigation

The style is based on

- Official guidance for meeting legal accessibility requirements
- Acknowledged ‘best practice’ for websites
- Input from a professional, external web design agency
- Choices made by a Steering Group comprised of representatives from UAS sections
- Content is included in Region 2 and Region 3
- Regions 1 and 4 are only used in rare situations
- Region 2 is used for the main content of the page
- Region 3 is used for ‘tertiary’ or ‘related’ content such as useful links or contact details
- Always try to have some content in Region 3 – it is unlikely that there won’t be something which is useful to the user
• Titles should align with Region 2 narrow content
• Every page should have a subtitle (homepage only exception)
• Subtitles should be a single sentence, which does not end with a full stop
• Main content area generally set to “narrow” (WYSIWYGs, accordions) – this improves readability
• Grids and tabbed content can be wider than WYSIWYGs if it improves the display and makes them easier to use – no need to set them narrow (not everything has to align!)
• Don’t overwhelm the user – just because you can put a table into a tab into an accordion doesn’t mean you should.

• Ask yourself “Would I want to read this? Does it look ok on my phone? If somebody was reading it over my shoulder could they find the information?”

• Use top and bottom margins to improve spacing between content – and be consistent.

If necessary, tabs can be set to “standard” rather than “narrow” width, however the width of the WYSIWYG within it should then be changed from “standard” to “narrow” to make it easier to read.

WYSIWYGs within accordions should have a margin above and below to give the text space. But most importantly, ensure you are consistent in whether you have margins.
Accordions layout

- If you have an accordion of three or more sections you should provide the user with an ‘Expand all’ button.
- UAS style is to use top and bottom margins on the WYSIWYGs in an accordion to improve spacing.
- Note that the Mosaic default is the top margin turned off, so it should be turned on when new sections are added.
- But most of all, be consistent in whether they are on or off – don’t mix your margins.
• Do not underline text
  • If a user sees underlined text they expect it to be a link, so do not underline for emphasis

• Do not use italics as a way to make content stand out
  • Some users find italics harder to read
  • Use only in certain contexts
  • Find other ways to highlight the text if needed

• Use the ‘headings’ styling to structure your content

• Do not centre-align text in a WYSIWYG

• Do not use a <font> tag or try to use different colours to highlight content

You **must not** underline content – visit our information page to find out why

• German nationals can use their ID card (*Personalausweis*).
Strip formatting

- When copy/pasting content from Word into Mosaic, make sure to strip the formatting completely
  - Either use ctrl+shift+V
  - Or use the strip formatting button in the WYSIWYG toolbar
- Otherwise you might end up with different fonts and colours that are being copied over from Word
Links

Accessibility legislation requires that

- Links within text be descriptive
- Link text not be the same when the destination page is different (this excludes Calls to action in grids/lists)
- Have links open in the same tab except when
  - you are linking to something that’s not a webpage (a PDF or similar)
  - the user is in the middle of a process, and the link leads to background information the user should refer to (for example selection criteria or policies)
  - You are linking away from your site, but you expect the user to continue browsing your site

Use

- to find out more visit our ABC page

Don’t use

- to find out more click here
- to find out more visit https://communications.admin.ox.ac.uk/

Example of links which would not be acceptable

- See how Google displays search results for Oxford
- See how Bing displays search results for Oxford
Tables

- Where possible try not to use tables as they are less accessible to some users
- Consider whether the content could be presented in a different way
- If using a table, ensure it is properly constructed with headings for the rows and/or columns
- Don’t use tables just to space out content - use the layout option, or list styles instead
- Don’t set a width or height for the table, or individual rows/columns/cells – the table won’t resize properly on mobile
**List styles**

**Use the link list style for lists of links**
- In main body text
- Popular links on homepage
- Related links in right-hand-column

**Process list style (ordered list)**
- Processes (either linking to tabs or series of pages)

**Normal list styles**
- Bullet points in main body text
- Text following a bullet point should normally **not** end with a full stop or semi-colon

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**Popular links**
- Link 1
- Link 2
- Link 3

**Three-column-link-list**
- Link 4
- Link 5
- Link 6
- Link 7
- Link 8
- Link 9

**Related links**
- Some link
- A popular link
- Something important
- Content elsewhere

**One-column-process-list**

**Sentences after bullet points should not end with a full stop**

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**One-column-link-list**

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• When using ‘mixed case’ only the first letter of a title should be a capital letter, except for proper nouns
Upper case

Which items are written in upper case?

• Navigation items level 1 (automatic)
• Left hand navigation (automatic)
• Tab section titles
• Accordion section titles
• All buttons: in WYSIWYGs, cards, tiles, etc
• Subheadings level 4
• Footer headings

Do not use caps when building your navigation, as this will result in capitalised breadcrumbs. Nav items will be capitalised automatically.
Images

• Don’t use images to “give the page some colour” or because “my line manager wants more images”

• Images should always have a function, and tell the user something

• Avoid meaningless images at all costs

• Sites which are more outward-facing so require a ‘visual identity’ for marketing purposes can be accommodated, but discuss this with the UAS Comms/Project team first

• Don’t be afraid of empty white space – a neat, well presented, site is more visually appealing than a site cluttered with images

• Users are attracted to use sites where they can find content – don’t let images get in the way of this

• Ensure you are not breaching copyright when using any images, and give the necessary credit

This image gives a message - “Look how happy the kids in our nurseries are!”

More administrative content is still displayed with information cards, using icons, for a clean and consistent approach and to avoid a “stock image” look
Images - icons

- We are using Font Awesome 5 Free
- The Pro version is not available due to licensing issues
- Icons are mainly used in information cards, but can also be added to news items as a listing image
- More icon images can be uploaded individually, please follow the specifications
- Do not upload icons in any other colour than #444444
- You can also add an icon into text via the WYSIWYG editor

Padlock icon is added via the WYSIWYG editor. Don’t use icons for decoration, only if they have a function.

**Icon image specs:**

The images are in PNG format, 500 x 500px each, colour #444444 with transparent background.

They are laid out in a 500px square canvas, with an icon area of 450x450 - the icons are centred in the middle and are either 450 high (for portrait icons) or 450 wide (for landscape icons).

The necessary SVG files can be downloaded from the [Font Awesome website](https://fontawesome.com).
Images - accessibility

• Using images is often not an ‘accessible’ way of providing information.

• A picture only ‘speaks a thousand words’ if you can see it – make sure non-sighted people can use your site.

• Images should be in addition to, rather than instead of, information in text form.

• Images must always have a meaningful ‘alt text’ added which describes the content of the picture and is used by screen readers.

Suitable alt text:
• Oxford University Women’s Basketball Team playing at the Iffley Road Sport Centre

Unsuitable alt text:
• Basketball
• Basketball action shot
• basketball-action-shot-1-310x207.jpg
• WYSIWYGs here always use the “alternative” font styling
• Separate headings from content with horizontal lines (don’t do this in Region 2)
• Use CTA button for main download or other activity
• Use a teal button style for system log-ins
• For links to documents, use a link list and add file type to the link title (eg PDF)
• Indicate SSO documents with padlock
• Leave WYSIWYGs you don’t need completely empty, so they won’t show
Left-hand navigation

- Only use left-hand navigation for pages that don’t appear in your main menu
- Landing pages do not require a left-hand navigation
- If you do turn on the left-hand navigation it is OK to change the width of the widgets in Region 2 so they are not narrow

Switch on/off the left-hand navigation in the details tab of your page

Salary Scales

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Grids and listings

- 3 or 4 items per row look best
- Always use the information card item style, unless it’s a news, event or person listing (or you have a visual site)
- Do not add widget titles (unless you have more than one grid on a page, e.g., a news listing page)
- “Read all” widget link can be added if necessary
- Select style that doesn’t show images/icons if you don’t have sufficient/suitable images
Button styles

Red call to action (CTA)
- Use “fill” version for main, high priority calls to action on the page
- Use “outline” version for medium priority calls to action

Teal buttons (mainly for systems)
- Use “fill” version for most important system log-in
- Use “outline” version for medium priority links

Always try to provide a CTA on information cards. Tiles with news or events can have a CTA, a label (teal) or neither.
Calls to action

Calls to action and buttons

• Try to make them descriptive and interesting, and avoid repetition
Generally, do not use widget background colours.

Exceptions only on homepage (colour is part of the agreed style sheet – f2f2f2 - so stick to this)

• Popular links WYSIWYG
• Mission statement WYSIWYG

Alert messages and info boxes can be included in WYSIWYGs (insert via snippets tool). Please use with care!

Warning alert snippet (icon and colour non-configurable)

Only use for severe system outages or similar!

Information alert snippet (icon and colour non-configurable)

Use this in alternative font to distinguish from main body text.

Snippet tool
Feedback option

• Option for users to give feedback on the content
• This should be turned on for most pages
• Can be turned on ‘site-web’ and then switched off when inappropriate
• Responses are collected via Manage content > Site-wide content > Feedback
When building your navigation in the “Main Menu” settings, make sure to always use the content nodes as links, not the URLs of pages.

Otherwise the navigation does not work consistently (hover/selected behaviour) and may break if content moves or aliases are changed.

Do not use the main navigation to link out to other sites.

UAS Comms can switch off the mega menu and the sticky navigation if required.

Breadcrumbs are built via the navigation – these are important for users’ orientation so all pages should be built in to the navigation, even if they are disabled so do not appear in the main menu.
PDF accessibility

- PDFs are usually less accessible than webpages
- Before adding a PDF, question whether you could present this information as a webpage instead
- Any new PDFs must meet accessibility requirements
- Older PDFs must be made accessible when they are updated
- Things you can do are
  - Mark headings correctly
  - Create bookmarks
  - Use list tags
  - Use descriptive link text
  - Provide headers or footers
  - Mark columns correctly
  - Tag images with alternative text
  - Make tables accessible
- See the guidance document [Create accessible PDFs from Word documents](#)
Content behind SSO

- Do not put webpages behind SSO unless there is a strong reason for them to be there
  - Content behind SSO slows down performance of Mosaic
  - Asking users to log-in slows down their browsing experience
- Do not put documents behind SSO on Mosaic
  - Host them on Sharepoint, and link to them there - there is a UAS websites subsite for this purpose
  - This is more secure and doesn’t affect Mosaic’s performance
- See the guidance document [SSO guidance for UAS editors](#)
Guidance documents

Found via Communications website

- Mosaic Manual
- UAS web style guide
  - For example how to format times and dates, or the correct way to capitalise and hyphenate Pro-Vice-Chancellor
- Writing content for UAS websites
- SSO guidance for UAS editors
- Image, video and iframe management in Mosaic
- Create accessible PDFs from Word documents